

FSC-105-B

ROU Brief - 6/24/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➔ "No Bull 5" Fourth Round DSD Materials

(Contact: Lori O'Connor, #3019)

- Ensure "No Bull 5" materials are placed in specified Partners accounts in a timely manner for Darlington 9/7/98 and Talladega 10/11/98 races.
- Shipments will begin arriving at retail on 8/3/98. Materials should not be placed prior to 8/3/98 due to Brickyard race on 8/1/98.
- Kits will be shipped to segments: GS, CN, LQ, SF, TB, OH, RS, BI, CS.
 - Accounts must have a contract.
 - Any volume level will be shipped.
- Kit contains:
 - WINSTON Easel Card w/Tear Pad
 - Ballots
 - WINSTON Paster
 - Letter to Retailer
- Sell sheets for this DSD are located in Roadside Assistance.
- Additional kits available for order on 7/27/98, Item #546134 (1/SKU)

SYSTEMS

➔ Retail Promotion Tracking - Mercury Updates

(Contacts: Technical Questions-RJR Hotline, User/Data Questions-Your Region Business Manager)

- **Reminder:** Retail Promotion Tracking Reports now available in Mercury (see FSC-106-B for details).

➔ Changes to Price Gap folder in Account Management

(Contact: Tim Swoope, #5503)

- Price Gap folder in Account Management will be modified effective 7/6/98 as a result of our new state pricing strategy.
- Retail Reps should continue to select "Product Types Sold", either packs and/or cartons, and input pricing information
- "Recommended Discounts" screen will be eliminated.
 - With this change, Retail Reps will no longer have to view recommended discounts or overtype recommended discounts based on actual activity in account.
- Further changes to the Price Gap folder will be communicated as we continue to transition to the new state pricing strategy.

TRADE MARKETING

➔ Historical Report M70 - Merchandising Table

(Contact: Lucinda Sheer, #2619)

- Merchandising Table
 - New report "7/2/98 Merchandising" will be in M70 print function of SIS to assist Field Sales in reviewing historical merchandising info.
 - Report will allow you to view status of Merchandising Table before it is "cleaned" on 7/3/98.
 - Additional details to follow.

➔ New In CAPS: Out-of-Stocks Study

(Contact: Marc Kruth, #0688)

- Slide #32 added to C-Gas Gatefold in CAPS.
- Slide recaps in depth out-of-stock study conducted by Convenience Store News.
- Although no tobacco company sponsored this study, the tobacco category proved to be most costly to retailers when consumers find out-of-stocks and/or brand distribution voids.
- This slide summarizes 26-page study that will be sent to Field Sales soon.

Sales	Retail
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1229	MC
1240	SC
1244	FA
	RSM
	RBM

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